Types and Reasons of Code-Switching Found in Melaney Ricardo's YouTube Channel on Christmas Celebration

Putu Agus Adi Suta Candra[a,1*], I Dewa Ayu Devi Maharani Santika[b,2]

[a] Universitas Mahasaraswati Denpasar, Denpasar
[b] Universitas Mahasaraswati Denpasar, Denpasar
[1] guscandra25@gmail.com; [2] devimaharanisantika@unmas.ac.id
[*] korespondensi penulis

ABSTRAK

Di era globalisasi ini, membandingkan dua bahasa dalam berkomunikasi yang mayoritas terjadi di masyarakat billingual yang disebut dengan alih kode. Penyelidikan ini terkait dengan alih kode yang dilakukan oleh Melaney Ricardo di saluran YouTube miliknya. Tujuan dari penelitian ini adalah (1) menemukan data dan jenis alih kode yang digunakan oleh Melaney Ricardo di YouTube Channel-nya; (2) mengetahui alasan alih kode yang digunakan dalam pembahasan Melaney Ricardo. Penelitian ini menggunakan metode kualitatif untuk menganalisis dan mengumpulkan data dalam satu video. Strategi ini dapat digunakan untuk memberikan gambaran yang pasti tentang informasi yang sesuai dengan hipotesis yang diajukan oleh Hoffman (1991) dan hipotesis yang diajukan oleh Poplack (1980). Jenis alih kode yang sering digunakan adalah alih kode intra-sentential dalam artikulasi Melaney Ricardo karena secara teratur Melaney Ricard melakukan pergantian kata atau ungkapan di dalam kalimat pada artikulasinya. Itu terjadi karena Melaney Ricardo ingin memukau orang-orang lain dengan menampilkan bakat fonetiknya.

Kata kunci: alih kode, Melaney Ricardo, YouTube channel

ABSTRACT

In this time of globalization, comparing two languages within the communication handle frequently happens in a bilingual society called code-switching. This investigation was related to code-switching carried out by Melaney Ricardo on her YouTube channel. The purposes of this study were (1) to find data and the sorts of code-switching utilized by Melaney Ricardo on her YouTube Channel; (2) to recognize the reason for the code-switching utilized within the discussion from Melaney Ricardo. This study used qualitative methods to analyze and collect data in one video. This strategy could be utilized to supply a definite picture of the information agreeing with the hypothesis proposed by Hoffman (1991) and the hypothesis proposed by Poplack (1980). The type of code-switching that was frequently utilized was intra-sentential switching in Melaney Ricardo's articulations since Melaney Ricard regularly did the switching in terms of words or expressions inside the sentences in her articulations. It happened since Melaney Ricardo needed to awe other gatherings of people by appearing her phonetic aptitudes.

Keywords: code-switching, Melaney Ricardo, YouTube channel

INTRODUCTION

Language serves as a tool for communication or social interaction with the community. Besides that, language is also used as the identity of a society, because with the language that is owned, it is automatically attached to the user of that language where the language is an identity. Language occurs when there is an agreement between all language users. Language itself could be an implies of communication media and plays a critical part in society. As a worldwide language, at this time English dialect allows commitment within the composed and talked frame of

other dialects. It gives influences to the use of language for a certain group of people. Seeing language and its relation to society is what meant by sociolinguistics.

Language can also be categorized as a system of communication for humans (Richards and Schmidt, 2010:311). Linguists study language internally and externally. Internal studies focus on the language itself, such as morphology, phonology, syntax, or semantics. Furthermore, an external study focuses on the external factor of languages, such as the user of the language, the society, or culture. Today, most people communicated and talked more than 1 language. People who master more than 1 language are called bilingualism (Chaer and Agustina, 2004). When there are bilingual people, they will tend to use another language as they use one language. It is called code switching.

This activity recently can be found in the utterances of famous people, especially when they speak on social media, such as a podcast. Podcast means any audio or video that can be accessed online and downloaded to a computer (Sz, 2006). The channels commonly used by people in the entertainment world. One example is the podcast and YouTube channel of Melaney Ricardo. Melaney Ricardo is a multi-talented actress and presenter in the entertainment world because she is very reliable and an expert in various entertainment activities.

When a bilingual switches or mixes two languages, there are many types that are used by the speaker and also many reasons from the speaker which are important considerations in the process. In code switching, there are three types of code switching namely tag-switching, intra-sentential switching, and inter-sentential switching (Poplack, 1980). Code switching may occur because of some reasons. Hoffman mentions seven reasons for switching language, namely for bilingual or multilingual individuals to switch or blend their dialects, specifically: talking approximately a specific subject, citing someone else, being empathic about something, interjection, redundancy utilized

for clarification, the intention of clarifying the speech content for the interlocutor, and expressing group identity. Besides that, it is also one of the innovations for strategic marketing in this era of globalization because with this strategy, through podcasts, it will become more interesting and listeners will be interested and comfortable when watching podcasts or videos from presenters. Meanwhile, it needs hard work to analyze the use of YouTube channels. In particular, this study focuses on 1) the type of code switching used by Melaney Ricardo on her YouTube channel, and 2) the reasons for the code switching applied in Melaney Ricardo's utterances. The types of code switching were analyzed using Poplack's theory (1980) and the reasons for the code switching were explained using Hoffmann's (1991) theory. Through this study, researchers hope that people can better understand the elements presented in the YouTube Channel.

This kind of topic has been conducted previously. First, there was an article entitled "Code Switching Used by Kimmy Jayanti in "I Look" Program on Net TV" by Rahmaniah (2016). The aims of the study were to find out the most dominant type of code switching and the reasons for Kimmy Jayanti code switching her language in the *I Look* program on NET TV. There was also a study "An Analysis of Code Switching Used by English Tutor in Video Teaching Tutorial (TEATU) Kampung Inggris Lc'' by Nuri Afina Rahmaniah (2016). The study aimed to determine the types and functions of code switching which occurred in the English tutor`s video of the Teaching Tutorial (TEATU) program. The researchers used a descriptive qualitative method so the writer did the documentation of the tutor`s utterances from three (TEATU) programs. Next, there was a study entitled "Code Switching and Code Mixing on Korean Television Music Show After School Club" by Lutfhfiyani (2014). In her research, she aimed to find out the types and the influential factors of code switching and code mixing in the music show *After School Club*. She used descriptive analysis as the method to analyze, by watching, marking some utterances containing code

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mixing, code switching, and used Janet Holmes' theory as reference. Yet, in one theme with Luthfiyani's, there was "An Analysis of Code Mixing and Code Switching Used by Farah Quinn In "Ala-Chef" Program" by Nurkhotimah (2014). She also aimed at the type of code mixing and code switching was used by Farah Quinn in *Ala-Chef* program and the reason she used it. She analyzed the data using Soweto's and Musket's theory of code mixing and Wardhaugh's theory of code switching. The reason for using code switching and code mixing is also a concerned. Next, it was from Ramadhan (2015) about "Code Mixing and Code Switching from 'Ranah Tiga Warna' Novel by Ahmad Fuadi". The types and the factors of code mixing and code switching that occurred in *Ranah 3 Warna* novel by Ahmad Fuadi were the problems of this study. He used Suwito's theory to analyze the type and uses Jendra's theory to analyze factors of code mixing and code switching.

In spite of the fact that these ponderings talk about the same subject, the information is diverse. Podcasts or recordings were chosen as information sources for investigation since they give a choice to analysts who are fascinated by conducting comparable investigations in sociolinguistic ponders, particularly code exchanging. In this manner, the YouTube Channel was chosen as an information source since it is simple and can be gotten to anytime and any place.

METHOD

The observation method is used to collect the data. This part mentions topics, including data sources, data collection, data analysis, and find the presentation. The data source was taken from the video on Melaney Ricardo's YouTube Channel and the title of the video is "Serunya Christmast Kita! Photo Shoot Sampe Sawer Saweran!". This channel has been chosen because it has a good topic and was trending at that time; besides that, this YouTube channel has code-switching in it. There were five steps in collecting the data: 1. First is downloading the part of the video entitled "Serunya

Christmas Kita! Photo shoot Sampe Sawer Saweran!"; 2. The second was proceeded by observing and tuning in carefully to the video to discover utilization on code exchanging; 3. After that, the researchers made the translations of the video of the discussion and clarification of Melaney Ricardo; 4. Take a few notes of the video that appeared code exchanging and analyze it by utilizing the hypotheses that were connected; 5. Last, studied the translation and classified the information of code switching that was found within the discussions of Melaney Ricardo and her family. The information was portrayed really, methodically, and experimentally taking after code-switching speculations proposed by Poplack (1980) and Hoffman (1991). Data examination showed formal and informal. When in a formal way, the data appeared in table shape to seem the rate of the code-switching. In an informal way, sentences were utilized to clarify the data expressively.

RESULT AND DISCUSSION

The issue of the study is to find types of code-switching and the moment is appearing the reasons for code-switching capacities. Poplack (1980) states there are three types of code switching: tag switching, inter-sentential switching, and intra-sentential switching. For the reason of switching language, there are talking about a particular topic, quoting somebody else, showing empathy about something, interjection, and repetition used for clarification, expressing group identity, and intention or clarifying the speech content for the interlocutor (Hoffman,1992:116).

From the finding, all the types of code switching were discovered in Melaney Ricardo's expressions. The data of types of code switching were analyzed clearly in the organization table as underneath. Thus, seeing Melaney Ricardo's verbalizations on her YouTube Channel, the reasons for code switching were analyzed by utilizing the speculation by Hoffmans' (1991).

Table 1. Types of Code Switching

No	Type of Code	Data

	Switching	
1.	Inter-sentential Switching	5
2.	Intra-sentential Switching	3
3.	Tag Switching	2

The table above shows that the data obtained from video observation consists of several types of code-switching, namely the first type is inter-sentential which consists of 5 data, the second type is intra-sentential code-switching where the data obtained is 3 data, and the last type is tag switching with data obtained was 2 data.

1. Inter-sentential switching and Its Function

Data 1

(Hello guys it's a photographer Wilson right there and my husband looks like how naked, *mudah mudahan tidak dibully sama* netizen)

(Hello guys it's a photographer Wilson right there and my husband looks like how naked, wish not having bullied with netizen) (3:14)

(Source: *Serunya Christmas Kita, Photo Shoot Sampe Sawer-Saweran*) (December 2019)

Based on the information above, there are two expressions between languages: to begin with articulation utilized within the English language, and after the complete halt then the speaker continues by utilizing the Indonesian language. It might be said that the speaker exchanged the language from English to Indonesian after the sentence boundary. In this manner, the information is considered inter-sentential switching.

Meanwhile, the reason Melaney Ricardo does code switching is about expressing group identity. This type is used to show the identity and profile of the speaker in between the speaker said her husband's identity. Thus, the hearer will

know how her husband looks in the video that she showed.

Data 2

(*Dan ini seru banget dan ini bajunya kayak* cotton candy. So, we are gonna start for the second look)

(And this is very interesting and this dress looks like cotton candy. So, we are gonna start for the second look) (2:43)

(Source: *Serunya Christmas Kita, Photo Shoot Sampe Sawer-Saweran*) (December 2019)

These can be classified into inter-sentential switching since there are two expressions in numerous languages. The first utterance was in Indonesian "*Dan ini seru banget dan ini bajunya kayak* cotton candy" and the second utterance was, "*So, we are gonna start for the second look*". After the complete halt, the speaker kept on using the English language. It can be said that the speaker has exchanged the dialect from English into Indonesian after the sentence boundary and it could be said as inter-sentential switching.

The reason Melaney Ricardo did code switching based on this data is the intention of clarifying the speech content for the interlocutor. She said that, "*Dan ini seru banget dan ini bajunya kayak* **cotton candy**. So, we are gonna start for the second look". When a bilingual speaks to another bilingual, there is no code switching. It means making the content of the conversation run smoothly and can be understood by the listener.

2. Intra-sentential switching and Its Function

Data 3

(*Tapi ini adalah came with this idea, ngobrol sama* stylish *nya* and we find we finish and we decided to this, *semoga hasilnya* okay *dan tidak di bully di Instagram*)

(But this came with this idea, talking with the stylish and we find we finish and we decide to this, wish the result is okay and not bullying in Instagram) (2:43).

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(Source: *Serunya Christmas Kita, Photo Shoot Sampe Sawer-Saweran*) (December 2019)

Based on the data, it is one of the intra-sentential switching since doing a switch from the Indonesian tongue to the English tongue happens interior the sentence. It can be classified as intra-sentential switching since concurring to Poplack (1980) as cited in Romaine (1989: 122), intra-sentential switching switches the code inside a sentence.

Based on the data above, we can look at the combination of utilization of the Indonesian tongue and English inside the expression. The exchange from Indonesian to English dialect within the information over is aiming to hold the code-switching work. The clause "came with this idea" in the first sentence means the ideas of the photoshoot concepts. Then the second clause "and we find we finish and we decide on this" the speaker stated the preparation behind the photoshoot. Based on the review, the information over is beneath the directive function

The reason Melaney Ricardo did code switching based on this data is talking about a particular topic because Melaney Ricardo was explaining the activities she does for uploading on her social media. Melaney Ricardo explained that she and her husband picked an idea for the post and consulted a stylist so that their photo would turn out well.

Data 4

(*Ini lucu banget bajunya warna pink* and it's so colorful, I love it *sama ini*)

(This is very funny the dress is pink and it's so colorful, I love it) (3:35)

(Source: *Serunya Christmas Kita, Photo Shoot Sampe Sawer-Saweran*) (December 2019)

This data was a type of code switching because there are some combinations between two languages in one sentence. The sentence in the English language was inserted in the sentence and mixed with the

Indonesian language. The insertion of the sentence "pink and it's so colorful, I love it" occurred within a sentence. Based on the statement, it can be categorized as intra-sentential switching.

The reason Melaney Ricardo did code switching on her articulation is to show sympathy approximately something. The writer found an English utterance, "it's so colorful, I love it". It means Melaney gave an explanation about the color and expression.

3. Tag Switching and Its Function

Data 5

(Seperti yang aku bilang, *by the way* suara-suara d luar itu adalah suara dari anjing)

(Just like I said before by the way sounds at outside is from barking dog) (1:50)

(Source: *Serunya Christmas Kita, Photo Shoot Sampe Sawer-Saweran*) (December 2019)

This data can be classified as a type of tag switching since there is an expansion of a tag in one dialect into a verbalization of another dialect. The English word "by the way" has a place to in interjection implied to casually present or emphasize extra data within the discussion. Based on the data above, code switching was used. The English phrase "by the way" was used for introducing a statement or subject that may not be directly related to the subject being discussed. When Melaney Ricardo heard a sound like a barking dog, she told the viewers that the back sound of her video was a barking dog. Meanwhile, the code-switching above aimed to show additional information.

The reason Melaney Ricardo did the code switching was categorized as an interjection. She was inserting sentence fillers or connectors "by the way" in the middle of the sentence and the words stand for a sentence connector that will lead the interlocutor to hear the next point or explanation. Based on this reason, Hoffman (1991) said that language switching and

language mixing among bilingual or multilingual people can in some cases stamp an interjection or sentence connector. It might happen intentionally or unintentionally.

Data 6

(Happy mother's day, me love mommy. Thank you Chole ku)

(Happy mother's day, me love mommy. Thank you my Chole) (9:23)

(Source: *Serunya Christmas Kita, Photo Shoot Sampe Sawer-Saweran*) (December 2019)

From this data, embedding the tag "thank you" into Indonesian expression can be classified as a tag switching. The tag was expressed by utilizing the English dialect at the moment of the utterance. Firstly, the speaker used the English language and after that saying thank you mixed it with the Indonesian language "*ku*" which means ``belong to. The code-switching function above is phatic. In the video, the speaker told the hearer about her daughter's letter. The speaker read the letter. After that, she said thank you to her daughter. Thus, it can be categorized as a phatic function.

The switching is categorized as doing interjection. She was inserting sentence fillers or connector "thank you" in the second sentence to express appreciation or gratitude. Based on this reason, Hoffman (1991) proposed that dialect switching and dialect mixing among bilingual or multilingual individuals can sometimes stamp an interjection or sentence connector. It may happen intentionally or inadvertently.

CONCLUSION

After analyzing the research, the writer concluded that there are three types of code switching that are found in the utterances that Melaney Ricardo produces on her YouTube channel. The three types are inter-sentential switching, intra-sentential switching, and tag switching. The foremost prevailing type of code switching found is the intra-sentential switching type because Melaney Ricardo mostly used code switching in two different languages to speak on her video channel or inserted

words, phrases, or clauses within her spoken sentences. Meanwhile, the type that she rarely used is tag switching. Then, Melaney Ricardo's reason for code switching, four types of reason were found in the data: expressing group identity, interjection (inserting sentence fillers or sentence connector), showing empathy about something, and intention of clarifying the speech content for the interlocutor. The most frequent reason behind the emergence of code switching in the data is an interjection.

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